

## Message Text

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ACTION NEA-10

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FM AMEMBASSY TEHRAN

TO USDOC WASHDC

INFO SECSTATE WASHDC 6370

AMEMBASSY TEL AVIV

AMCONSUL JERUSALEM

UNCLAS TEHRAN 0403

E.O. 11652: N/A

TAGS: BTRA BEXP IR

SUBJ: MEDICAL EQUIPMENT TRADE MISSION IN TEHRAN

1. SUMMARY: MEDICAL EQUIP MISSION DEPARTED FOR SHIRAZ ON SCHEDULE AFTER SUCCESSFUL STAY. MISSION WAS ESPECIALLY WELL RECEIVED IN TEHRAN BY PRIVATE SECTOR. ALL MEMBERS ACHIEVED OR EXPECT TO ACHIEVE WITHIN 12 MONTHS OBJECTIVE OF APPOINTING AGENT/DISTRIBUTOR, KEY TO IRANIAN MARKET. INTEREST OF POTENTIAL AGENTS INDICATES STRONG DEMAND IN IRAN FOR MEDICAL EQUIP IN SPITE OF CURRENT LAG IN ECONOMIC ACTIVITY. END SUMMARY.

2. TOTAL OF OVER 130 APPOINTMENTS WERE MADE FOR 5 TM MISSION MEMBERS, OF WHICH 106 WERE MADE PRIOR TO MISSION'S ARRIVAL AND REMAINDER AS RESULT OF CONTACTS MADE DURING 3 DAYS IN TEHRAN. IN SPITE OF PREDICTABLE NO SHOW RATE RUNNING AROUND ONE THIRD, ALL PARTICIPANTS HAD GOOD CHOICE OF POTENTIAL AGENTS. ALTHOUGH NO IMMEDIATE SALES WERE MADE, FOUR PARTICIPANTS ESTIMATE 12 MONTH SALES AT \$350,000, FIFTY COMPANY UNABLE TO MAKE ESTIMATE. SALES LEADS TOTALLED 40, REPRESENTATION LEADS 77. ONE CONCLUDED AGENCY AGREEMENT (VERBAL, OTHERS WISH TO EVALUATE INFORMATION BUT EXPECT TO CONCLUDE AGREEMENTS WITHIN YEAR.

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3. MISSION GENERATED CONSIDERABLE ENTHUSIASM FROM IMPORTER WHO ATTENDED AMBASSADOR'S OPENING NIGHT RECEPTION IN LARGE NUMBERS (APPROX 50 OF THE 125 IMPORTER INVITED APPEARED). RECEPTION BROUGHT ABOUT FRUITFUL CONTACTS WITH MANY WHO DEFERRED RESPONSE TO EMB TELEPHONE SUGGESTION THAT THEY MAKE APPOINTMENTS UNTIL THEY HAD AN OPPORTUNITY TO ACTUALLY MEET THE MISSION MEMBERS AT

THE RECEPTION. ENTHUSIASM AMONG REPS OF PRIVATE HOSPITALS WAS ALSO GOOD. 1 OF 6 DEPUTY MINISTERS OF HEALTH ATTENDED RECEPTION, AND ALL MISSION MEMBERS LED BY COMATT MET WITH THE SENIOR DEPUTY MINISTER, WHO IS RESPONSIBLE FOR HOSPITAL CONSTRUCTION PROGRAM ON JAN 8. FOLLOWING DAY, MISSION DIRECTOR, ONE MEMBER AND EMBASSY COMOFFS MET WITH DIR OF PURCHASING COMMITTEE FOR MIN. HEALTH CAPITAL PROCUREMENT BUDGET, WHO INDICATED STRONG INTEREST IN PURCHASING INCREASED AMOUNTS OF US MEDICAL EQUIPM THAN HAS BEEN DONE IN PAST. ONLY DISAPPOINTMENT WAS FAILURE OF OFFICIALS FROM SEMI-PUBLIC MEDICAL INSTITUTIONS TO ATTEND RECEPTION, IN SPITE OF HAVING BEEN CONTACTED PERSONALLY BY COMATT AND STAFF.

4. PARTICIPANTS COMMENTS WERE GENERALLY POSITIVE. ONE PARTICULARLY CITED ADVANTAGES FOR SMALL NTM COMPANIES IN BANDING TOGETHER AND MAKING BEST USE OF THEIR EXPENSIVE TRAVEL AND TIME. HOWEVER, SOME EXPRESSED DISAPPOINTMENT WITH RELATIVE ABSENCE OF APPOINTMENTS WITH END-USERS (PRIMARY OBJECTIVE OF ONE PARTICIPANT) ON INITIAL SCHEDULES BUT SOME END-USER APPOINTMENTS WERE SCHEDULED AS SOON AS THE DESIRE FOR THEM WAS EXPRESSED. IN THIS CONNECTION, IT MIGHT BE NOTED THAT MANY IRANIAN DOCTORS WORK IN GOVT HOSPITALS AND CLINICS IN MORNING, AND ENGAGE IN PRIVATE PRACTICE IN THE AFTERNOON AND EARLY EVENING, LEAVING LITTLE FREE TIME FOR MEETINGS OF THIS NATURE.

5. EMB C/E STAFF PERFORMED WELL ESSENTIAL TASKS OF DEVELOPING CONTACTS, ARRANGING APPOINTMENTS AND KEEPING UNCLASSIFIED

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ADMINISTRATIVE ARRANGEMENTS ON TRACK, LATTER BEING ESPECIALLY DIFFICULT IN IRAN. ALL PARTICIPANTS EXPRESSED WARM PERSONAL REGARDS TO EMB LOCAL STAFF MEMBERS WHO HAD BEEN PARTICULARLY HELPFUL.

6. FYI PRODUCT LITERATURE FOR FUTURE MISSIONS TO IRAN SHOULD BE SENT APO, AS INTERNATIONAL MAIL, FREIGHT FORWARDERS AND OTHER AGENCIES EMPLOYED TO DELIVER LITERATURE ON TIME FAILED TO DO SO IN SPITE OF HIGH COST.

7 REPORT ON SHIRAZ AND BUDGET WILL FOLLOW AS SEPTEL.  
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